



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 337656

Schedule Dates 10/19/12-10/25/12
Advertiser Pol/D Raja/R/SSN/PA (16250)
Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - State Candidate (1071)
Brand POL/D RAJA/R/SSN/PA (126272)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID,BETSY
Phone/Fax /
CPE 324
Account Types National/Political
Billing Type Standard
Comments RAA 10/19
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/18/12
Last Modified 10/19/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06383869
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,795.00
Net Total \$21,505.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Spots 27
Rate \$25,300.00
Grand Total: 27 \$25,300.00



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	5:59A- Channel 11 News 6am								1	1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/1	10/18/12
2.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	5:59A- Channel 11 News 6am								1	1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/2	10/18/12
3.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	7A- 8A (EST)								1	1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY 7-8A/3	10/18/12
4.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	7A- 8A (EST)								1	1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY 7-8A/4	10/18/12
5.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	8A- 10A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/5	10/18/12
6.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	8A- 10:30A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/6	10/18/12
7.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	9A- Today Show 9a								1	1	\$300.00	\$300.00	Pittsburgh (WPXI)	TODAY 9-10A/7	10/18/12
8.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	9A- Today Show 9a								1	1	\$300.00	\$300.00	Pittsburgh (WPXI)	TODAY 9-10A/8	10/18/12
9.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	10A- Ellen								1	1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/9	10/18/12
10.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	11:59A- Channel 11 News At Noon								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/10	10/18/12
11.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	11:59A- Channel 11 News At Noon								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/11	10/18/12
12.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	4P- Judge Judy 4p								1	1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDY 4-430P/12	10/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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13.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	4p- Judge Judy 4p		1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDY 4-430P/13	10/18/12
14.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	5p- 5:30P (EST)					1				1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/14	10/18/12
15.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5p- 5:30P (EST)		1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/15	10/18/12
16.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	5:58p- Channel 11 News At 6pm M-F					1				1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/16	10/18/12
17.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5:58p- Channel 11 News At 6pm M-F		1							1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/17	10/18/12
18.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	6:59p- Jeopardy					1				1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOP 7-730P/18	10/18/12
19.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	6:59p- Jeopardy		1							1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOP 7-730P/19	10/18/12
20.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	7:30p- WHEEL OF FORTUNE					1				1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	WHEEL 730-8P/20	10/18/12
21.0	Normal Line / Prime	10/22/12-10/22/12	4	:30	7:57p- The Voice 8-9p		1							1	\$5,250.00	\$5,250.00	Pittsburgh (WPXI)	THE VOICE 8-10P/21	10/18/12
22.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	10:59p- CHANNEL 11 NEWS AT 11P					1				1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/22	10/18/12
23.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	10:59p- CHANNEL 11 NEWS AT 11P		1							1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/23	10/18/12
24.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	11:34p- TONIGHT SHOW					1				1	\$500.00	\$500.00	Pittsburgh (WPXI)	TONIGHT/24	10/18/12

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Political - State Candidate (1071)

Brand

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Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

VONDERHEID,BETSY

Phone/Fax

/

CPE

324

Account Types

National/Political

Billing Type

Standard

Comments

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Pittsburgh (WPXI)

By Broadcast Month

Spots

Rate

Oct. 2012

27

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25.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	11:34p- TONIGHT SHOW	1								1	\$500.00	\$500.00	Pittsburgh (WPXI)	TONIGHT/25	10/18/12
26.0	Normal Line / Sports- Local Pro	10/21/12-10/24/12	5	:30	5:59p- Black & Gold Countdown to Kickoff								1	1	\$1,500.00	\$1,500.00	Pittsburgh (WPXI)	BLACK & GOLD 6-7P/26 \$ FROM HL 6352726	10/19/12
27.0	Normal Line / Prime	10/25/12-10/25/12	5	:30	10p- Rock Center with Brian Williams 10-11p					1				1	\$1,800.00	\$1,800.00	Pittsburgh (WPXI)	ROCK 10-11P/27 \$ FROM HL 6352726	10/19/12